



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

Contract # 338167

Schedule Dates	10/25/12-10/29/12
Advertiser	Pol/B Obama/D/Pre/US (16256)
Agency	Greer, Margolis, Mitchell & Associates (2890)
Product	Political - Federal Candidate (1067)
Brand	1537/OBAMA FOR AMERICA (134149)
Salesperson	Telerep/Philadelphia, Philadelphia (1057)
Sales Office	Telerep/Philadelphia
Buyer Name	BASSETT, LAURA
Phone/Fax	/
CPE	95/101/1537
Account Types	National/Political
Billing Type	Standard
Comments	OBAMA FOR AMERICA

Date Entered	10/22/12
Last Modified	10/22/12
Entered By	Jill Hipskind
CO-OP	No
Headline #	06387737
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	\$14,388.75
Net Total	\$81,536.25
Sales Tax	

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	32	\$87,100.00
Nov. 2012	4	\$8,825.00
Grand Total:	36	\$95,925.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/25/12-10/26/12	5	1:00	5A- 5:30A (EST)	1				X	X			1	\$850.00	\$850.00	Charlotte (WSOC)		10/22/12
2.0	Normal Line / Spot	10/25/12-10/26/12	5	1:00	5:30A- 6A (EST)	2				X	X			2	\$850.00	\$1,700.00	Charlotte (WSOC)		10/22/12
3.0	Normal Line / Spot	10/25/12-10/26/12	4	1:00	6A- 6:30A (EST)	2				X	X			2	\$2,350.00	\$4,700.00	Charlotte (WSOC)		10/22/12
4.0	Normal Line / Spot	10/25/12-10/26/12	4	1:00	6:30A- 7A (EST)	2				X	X			2	\$2,350.00	\$4,700.00	Charlotte (WSOC)		10/22/12
5.0	Normal Line / Spot	10/25/12-10/26/12	4	1:00	7A- 8A (EST)	2				X	X			2	\$2,150.00	\$4,300.00	Charlotte (WSOC)		10/22/12
6.0	Normal Line / Spot	10/25/12-10/26/12	4	1:00	8A- 9A (EST)	2				X	X			2	\$1,975.00	\$3,950.00	Charlotte (WSOC)		10/22/12
7.0	Normal Line / Spot	10/28/12-10/28/12	5	1:00	7A- 8A (EST)									1	\$600.00	\$600.00	Charlotte (WSOC)		10/22/12
8.0	Normal Line / Spot	10/28/12-10/28/12	3	1:00	8A- 9A (EST)									1	\$1,600.00	\$1,600.00	Charlotte (WSOC)		10/22/12
9.0	Normal Line / Spot	10/25/12-10/26/12	4	1:00	5P- 5:30P (EST)	1				X	X			1	\$2,400.00	\$2,400.00	Charlotte (WSOC)		10/22/12
10.0	Normal Line / Spot	10/25/12-10/26/12	4	1:00	5:30P- 6P (EST)	2				X	X			2	\$2,600.00	\$5,200.00	Charlotte (WSOC)		10/22/12
11.0	Normal Line / Spot	10/25/12-10/26/12	4	1:00	6P- 6:30P (EST)	1				X	X			1	\$3,000.00	\$3,000.00	Charlotte (WSOC)		10/22/12
12.0	Normal Line / Spot	10/25/12-10/26/12	4	1:00	7P- 7:30P (EST)	1				X	X			1	\$3,200.00	\$3,200.00	Charlotte (WSOC)		10/22/12
13.0	Normal Line / Spot	10/25/12-10/26/12	4	1:00	7:30P- 8P (EST)	1				X	X			1	\$3,200.00	\$3,200.00	Charlotte (WSOC)		10/22/12
14.0	Normal Line / Spot	10/25/12-10/28/12	5	1:00	11P- 11:35P (EST)	1				X	X			1	\$1,850.00	\$1,850.00	Charlotte (WSOC)		10/22/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

Contract # 338167

Schedule Dates	10/25/12-10/29/12	Date Entered	10/22/12
Advertiser	Pol/B Obama/D/Pre/US (16256)	Last Modified	10/22/12
Agency	Greer, Margolis, Mitchell & Associates (2890)	Entered By	Jill Hipskind
Product	Political - Federal Candidate (1067)	CO-OP	No
Brand	1537/OBAMA FOR AMERICA (134149)	Headline #	06387737
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	BASSETT, LAURA	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	95/101/1537	Commission	\$14,388.75
Account Types	National/Political	Net Total	\$81,536.25
Billing Type	Standard	Sales Tax	
Comments	OBAMA FOR AMERICA		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	32	\$87,100.00
Nov. 2012	4	\$8,825.00
Grand Total:	36	\$95,925.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/25/12-10/25/12	4	1:00	11:35P- 12:02A (EST)	2				X				2	\$1,400.00	\$2,800.00	Charlotte (WSOC)		10/22/12
16.0	Normal Line / Spot	10/25/12-10/25/12	5	1:00	9P- 10P (EST)					1				1	\$13,000.00	\$13,000.00	Charlotte (WSOC)		10/22/12
17.0	Normal Line / Spot	10/25/12-10/25/12	5	1:00	10P- 11P (EST)					1				1	\$10,000.00	\$10,000.00	Charlotte (WSOC)		10/22/12
18.0	Normal Line / Spot	10/28/12-10/28/12	5	1:00	9P- 10P (EST)								1	1	\$13,000.00	\$13,000.00	Charlotte (WSOC)		10/22/12
19.0	Normal Line / Spot	10/29/12-10/29/12	4	1:00	6A- 6:30A (EST)	1	X							1	\$2,350.00	\$2,350.00	Charlotte (WSOC)		10/22/12
20.0	Normal Line / Spot	10/29/12-10/29/12	4	1:00	6:30A- 7A (EST)	1	X							1	\$2,350.00	\$2,350.00	Charlotte (WSOC)		10/22/12
21.0	Normal Line / Spot	10/29/12-10/29/12	4	1:00	7A- 8A (EST)	1	X							1	\$2,150.00	\$2,150.00	Charlotte (WSOC)		10/22/12
22.0	Normal Line / Spot	10/29/12-10/29/12	4	1:00	8A- 9A (EST)	1	X							1	\$1,975.00	\$1,975.00	Charlotte (WSOC)		10/22/12
23.0	Normal Line / Spot	10/25/12-10/26/12	5	1:00	10A- 11A (EST)	2				X	X			2	\$750.00	\$1,500.00	Charlotte (WSOC)		10/22/12
24.0	Normal Line / Spot	10/25/12-10/26/12	5	1:00	12P- 1P (EST)	2				X	X			2	\$750.00	\$1,500.00	Charlotte (WSOC)		10/22/12
25.0	Normal Line / Spot	10/25/12-10/26/12	5	1:00	4P- 5P (EST)	2				X	X			2	\$1,650.00	\$3,300.00	Charlotte (WSOC)		10/22/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

ADV # 7678 ADV. NAME POLI/B OBAMA/D/PRE/US
 AGY # 2890 AGY. NAME GREER, MARGOLIS, MITCHELL
 3050 K ST NW,
 WASHINGTON, DC 20007

REP. # OFF. # 220 SALESMAN #
 BUYER NAME LAURA BASSETT
 SALES PRSN PH- NICK WELTE

ORDER # CONTRACT # 6387737 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1537 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT25/12 OCT29/12 WK-1
 CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT19/12 19.17

REP: TO JILL
 FR JARED
 NEW OBAMA ORDER : 60
 TOTAL \$95925
 PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 ALL INVOICES ARE TO BE SENT TO:
 GREER MARGOLIS
 ACCOUNTING
 1010 WISCONSIN AVENUE NW
 SUITE 800
 WASHINGTON, DC 20007

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			500A-530A	60		\$850.00	10/25	10/29	1		TH-F,M	1
PROGRAM : EYE-5AM DAYBRK												
2			530A-600A	60		\$850.00	10/25	10/29	2		TH-F,M	2
PROGRAM : EYE-5AM DAYBRK												

AGENCY ADVERTISER CODE = 95
 AGENCY PRODUCT CODE = 101
 AGENCY EST# = 1537

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			600A-630A PROGRAM : EYE NWS DAYBRK	60		\$2,350.00	10/25	10/29	3		TH-F,M	3
4			630A-700A PROGRAM : EYE NWS DAYBRK	60		\$2,350.00	10/25	10/29	3		TH-F,M	3
5			700A-800A PROGRAM : GD MRN AMR-ABC	60		\$2,150.00	10/25	10/29	3		TH-F,M	3
6			800A-900A PROGRAM : GD MRN AMR-ABC	60		\$1,975.00	10/25	10/29	3		TH-F,M	3
7			700A-800A PROGRAM : EARLY MORNING	60		\$600.00	10/28	10/28	1		SUN	1
8			800A-900A PROGRAM : EARLY MORNING	60		\$1,600.00	10/28	10/28	1		SUN	1
9			900A-1000A PROGRAM : LIVE WITH KELLY	60		\$750.00	10/25	10/29	1		TH-F,M	1
10			1000A-1100A PROGRAM : DR. PHIL	60		\$750.00	10/25	10/29	2		TH-F,M	2
11			1200N-100P PROGRAM : EYEWIT MIDDAY	60		\$750.00	10/25	10/29	2		TH-F,M	2
12			400P-500P PROGRAM : DR. OZ	60		\$1,650.00	10/25	10/29	2		TH-F,M	2
13			500P-530P PROGRAM : EYEWIT NWS 5	60		\$2,400.00	10/25	10/29	1		TH-F,M	1
14			530P-600P PROGRAM : EYEWIT NWS 5	60		\$2,600.00	10/25	10/29	2		TH-F,M	2

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
15			600P-630P	60		\$3,000.00	10/25	10/29	1		TH-F,M	1
PROGRAM : EYEWIT NWS 6												
16			700P-730P	60		\$3,200.00	10/25	10/29	1		TH-F,M	1
PROGRAM : INSIDE EDITION												
17			730P-800P	60		\$3,200.00	10/25	10/29	1		TH-F,M	1
PROGRAM : ENT TONIGHT 30												
18			1100P-1135P	60		\$1,850.00	10/25	10/29	1		TH-M	1
PROGRAM : VARIOUS												
19			1135P-1202A	60		\$1,400.00	10/25	10/29	2		TH-F,M	2
PROGRAM : ABC-NITELINE<												
20			900P-1000P	60		13000.00	10/25	10/25	1		THU	1
PROGRAM : GREY ANTMY-ABC												
21			1000P-1100P	60		10000.00	10/25	10/25	1		THU	1
PROGRAM : SCANDAL												
22			900P-1000P	60		13000.00	10/28	10/28	1		SUN	1
PROGRAM : REVENGE												
OCT/12			95925.00	NOV/12		\$.00						
CONTRACT TOTAL												95925.00
TOTAL SPOTS												36

MARKET TOTALS \$223,081 WSOC 43% WBTW 26% WCNC 15% WCCB 10% WJZY 2% WMYT 2% WAXN 2% CABL 0%

SVC- NSI
 DEMOS- RA35+*